

CLAIMS

WHAT IS CLAIMED IS:

1. A method of developing design objectives comprising the steps of:

analyzing a set of results of a metaphor elicitation technique;

extracting relevant dimensions and activating cues from said set of results;

prioritizing said relevant dimensions and said activating cues; and

developing said design objectives through use of said relevant dimensions and said activating cues.

2. The method of Claim 1, further comprising the step of transforming said design objectives into a design.

3. The method of Claim 1 further comprising the step of performing said metaphor elicitation technique before said analyzing step.

4. The method of Claim 1 further comprising the step of prioritizing said relevant dimensions and said activating cues using an automated computer program.

5. The method of Claim 1 wherein said design objectives are architectural design objectives.

6. The method of Claim 5, wherein said architectural design objectives are for a hospital,

residential home, a library, a hotel, a community center, a spa, a resort, a health club, a university student union, a museum, a sports arena, a sports stadium, or an auditorium.

7. The method of Claim 1, wherein said design objectives are interior design objectives.

8. The method of Claim 7, wherein said interior design objectives are for an interior of an automobile, an interior of a military vehicle, an interior of a public transit vehicle, or an interior of an office space.

9. The method of Claim 8, wherein said military vehicle is selected from the group consisting of submarine, tank, helicopter, and fighter jet.

10. The method of Claim 1, wherein said design objectives are exterior design objectives.

11. The method of Claim 10, wherein said exterior design objectives are for a landscape, a garden, a planned community, or a courtyard.

12. The method of Claim 1, wherein said design objectives are for computer-simulated environments.

13. The method of Claim 12, wherein said computer simulated environment is a computer gaming environment.

14. The method of Claim 1, wherein said developing of design objectives represents a portion of a project, further wherein a cost of said developing of

design objectives are at least 5% of an overall cost of said project.

15. A method of developing architectural design objectives for use in design of a building comprising the steps of:

applying a metaphor elicitation technique, wherein said metaphor elicitation technique includes conducting an interview with at least one future occupant of said building, wherein said applying step provides a set of metaphors;

analyzing a set of results of said metaphor elicitation technique, wherein said set of results includes a transcript of said interview and said set of metaphors;

extracting relevant dimensions and activating cues from said set of results, wherein said extracting includes evaluating transcripts of said interview;

determining how said relevant dimensions and activating cues are related to said set of metaphors;

prioritizing said relevant dimensions and said activating cues, wherein said prioritizing comprises:

determining a number of times that each of said relevant dimensions and activating cues are mentioned by said at least one future occupant and

determining a number of occupants who mentioned said relevant dimensions and activating cues; and

developing said design objectives through use of said relevant dimensions and said activating cues, wherein said developing is accomplished by an architectural design team.

16. The method of Claim 15, wherein said architectural design team includes at least one individual selected from the group of architects, engineers, builders, and landscape architects.

17. The method of Claim 15, wherein said occupants are selected from the group consisting of owners of a building, tenants of a building, employees who work in a building, visitors to a building, and medical patients who are treated in a building.

18. The method of Claim 17, wherein said building is a hospital.

19. The method of Claim 18, wherein said building is a library.

20. A method of developing a design, comprising the steps of:

selecting a project to design;

selecting a group of users of the project;

performing a metaphor elicitation technique with said group of users;

analyzing a set of results of said metaphor elicitation technique;

extracting relevant dimensions and activating cues from said set of results;

prioritizing said relevant dimensions and said activating cues;

developing a set of design objectives through use of said relevant dimensions and said activating cues; and

developing a design based on said set of design objectives.

21. The method of Claim 20, wherein said project is an architectural project.

22. The method of Claim 21, wherein said metaphor elicitation technique is performed on future occupants of said architectural project.